

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

ugobe

Idaho TechHelp

UGOBE Revives Jurassic Era with Pleo

Client Profile:

UGOBE Inc. develops revolutionary robotics that transform inanimate objects into lifelike creatures that exhibit stunning, organic movement and dynamic behaviors. UGOBE'S multidisciplinary team of robotics experts, animators, technologists, scientists, biologists and programmers are led by polymath toy inventor and Furby co-creator, Caleb Chung, one of the most successful and respected toy creators in the U.S. toy industry. The company's facility in Eagle, Idaho employs 4 people.

Situation:

UGOBE's latest invention is Pleo, a lifelike, robotic camarasaurus dinosaur. Barely bigger than a squirrel, the tiny robot senses its surroundings and is programmed to react with emotion. It is controlled by eight computer chips, 14 motors, 38 sensors and artificial intelligence software that helps it learn from its experiences. Chung was looking for a team to develop his new life form and discovered Idaho TechHelp's, a NIST MEP network affiliate, New Product Development (NPD) team at Boise State University. UGOBE needed to quickly create prototype iterations of parts from electronic SD models for product functionality testing. In addition, the product required demonstrating a concept for skin retention on the new toy.

Solution:

TechHelp quickly produced prototype parts utilizing machines at Boise State University and worked on the toy design concept so that UGOBE could demonstrate the product to a manufacturer. The TechHelp NPD team provided computer aided design assistance, input on product design and manufacturer, and developed and tested several prototypes that eventually evolved into the Pleo that is now available on the market.

Results:

- * Received orders worth \$18 million.
- * Developed new product.

Testimonial:

"It has been great working with a TechHelp team that is so responsive, professional, easy to work with and affordable. I believe the I in Idaho stands for innovation. For some reason, Idaho attracts great minds, great talents and great people, including the folks at TechHelp."

Caleb Chung, Co-Founder